

Message Text

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ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 USIA-15 CU-04 AGRE-00

OES-06 PA-02 LAB-04 INRE-00 CIAE-00 NSAE-00 SIL-01

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DRAFTED BY COM/BEWT/OEWTD/550/JEMURRIN/GND

APPROVED BY EB/OCA/CD

STATE/USIA/CCLARK BY PHONE

EUR/EE/RMOSHER

COM/BEWT/OEWCA/SLOTARSKY

USIA/IEU:WDEMITZ (PHONE)

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TO AMEMBASSY SOFIA PRIORITY

INFO AMEMBASSY VIENNA

UNCLAS STATE 284840

VIENNA FOR HENNING VONTILLIUS

E.O. 11652

TAGS: BEXP, BU, AU

SUBJECT: U.S. PARTICIPATION IN PLOVDIV FAIR 1977

REF: STATE 280970

1. COMMERCE PLANS TO STAGE A U.S. COMMERCIAL EXHIBITION AT PLOVDIV IN 1977. EXHIBITION AS PRESENTLY CONCEIVED WILL CONSIST OF APPROXIMATELY 20 BOOTHS COVERING 507 SQUARE METERS, FEATURING MACHINE TOOLS, AGRICULTURAL MACHINERY AND MATERIALS HANDLING EQUIPMENT. EXHIBITION WILL BE EQUIVALENT OF THOSE USUALLY STAGED IN EASTERN EUROPEAN COUNTRIES AND APPROXIMATE SIZE OF COMMERCE EXHIBIT IN PREVIOUS PLOVDIV FAIRS.

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2. EXHIBIT PLAN RESULTS FROM MEETING OF REPRESENTATIVES OF STATE, USIA AND COMMERCE TO DISCUSS US PARTICIPATION IN 1977 PLOVDIV FAIR. IN ANTICIPATION OF CONCLUSION OF CULTURAL/SCIENTIFIC EXCHANGES AGREEMENT, USIA HAS INDICATED DESIRE TO SHIFT ITS EFFORT IN BULGARIA FROM CONFINES OF PLOVDIV FAIR BEGINNING IN FY 1978. UNDER TERMS OF DRAFT PROGRAM DOCUMENT TRANSMITTED TO EMBASSY IN STATE 280970, USIA WOULD BE PERMITTED TO PRESENT ONE MAJOR TOUR

EXHIBIT EVERY TWO YEAR IN TWO OR THREE CITIES FOR FOUR WEEKS IN EACH CITY. USIA FACES CURRENT BUDGETARY UNCERTAINTIES AND PROBABLE LIMITATIONS THAT PRECLUDE PRESENT DECISION ON ITS PARTICIPATION IN 1977 PLOVDIV FAIR, BUT PRESENTATION OF MAJOR EXHIBIT IN SEVERAL CITIES CLEARLY PRESENTS GREATER OPPORTUNITY FOR USIA THAN CONTINUED PARTICIPATION IN PLOVDIV. NO DECISION HAS YET BEEN REACHED RE AVAILABILITY OF DOME BUT WITHOUT USIA CORE EXHIBIT COMMERCE WILL NOT NEED MORE THAN THE 500 SQUARE METERS FOR EXHIBITORS AND BOOTHS.

3. IN VIEW OF PREVIOUS RECRUITMENT DIFFICULTY, COMMERCE WILL APPRECIATE ANY ASSISTANCE THAT CAN BE GIVEN BY EMBASSY SOFIA AND WILL REQUIRE MAXIMUM SUPPORT FROM COMMERCE EAST-WEST TRADE DEVELOPMENT SUPPORT OFFICE, VIENNA.

4. EMBASSY REQUESTED RESERVE 500 SQUARE METERS BEST AVAILABLE INDOOR SPACE FOR U.S. COMMERCIAL EXHIBITION AT PLOVDIV, INFORM USDOC OF RENTAL COSTS AND PAYMENT SCHEDULE AND OBTAIN AND FORWARD DETAILED SIGNED FLOOR PLAN OF RENTED AREA. WITH FLOOR PLAN, EMBASSY REQUESTED FORWARD PLAN SHOWING LOCATION OF U.S. SPACE IN FAIR- GROUND, 1:100 OR 1:200 SCALE DRAWINGS OF U.S. AREA IN PLAN AND ELEVATION AND PHOTOS OF INTERIOR SPACE.

5. EMBASSY COMMENTS ON PRODUCT THEME, IDENTIFICATION OF POTENTIAL PARTICIPANTS, AND RECRUITMENT ASSISTANCE REQUESTED.

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6. VONTILLIUS PARTICIPATED IN WASHINGTON DISCUSSIONS OF ABOVE. KISSINGER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 19 NOV 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976STATE284840
Document Source: CORE
Document Unique ID: 00
Drafter: BEWT/OEWTD/550/JEMURRIN/GND
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760432-0472
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19761132/aaaabayj.tel
Line Count: 109
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 280970
Review Action: RELEASED, APPROVED
Review Authority: powellba
Review Comment: n/a
Review Content Flags:
Review Date: 10 AUG 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <10 AUG 2004 by vandyklc>; APPROVED <09 NOV 2004 by powellba>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: U.S. PARTICIPATION IN PLOVDIV FAIR 1977
TAGS: BEXP, BU, AU
To: SOFIA
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006